months, are treated to frozen confections after the show.

The trade and retail community are heavily lobbied by Dole and Rogers. Many of them meet Rogers at concerts or promotions—private concerts are sometimes given for primary customers.

Before each concert, up to 20 fans are invited backstage to view commercials, including outtakes.

In September, Dole plans include a luau with consumer prizes of a trip for two to Hawaii, a luau at home or a cookbook.

In addition, cents-off coupons and recipes are geared to draw in potential consumers in national Sunday magazine ads and point-of-sale displays.

DATA BANK — Beverage Marketing

Shelf-stable juices have ups and downs

	Blended fruit juices		*All shelf-stable juices combined*	
	Sales ($000,000)	**% chng.**	**Sales ($000,000)**	**% chng.**
1984	$100.3	—	$1,844.2	—
1985	136.8	36.5%	1,872.7	1.5%
1986	114.5	-16.3	1,823.8	-2.6
1987	135.6	18.5	1,863.4	2.2
Yr.end 5/20/88	$134.1	8.8%	$1,909.9	4.6%

Source: SAMI/Burke
*SAMI/Burke broke out the period 5/21/87 to plot growth using most current figures. Percentage increase for this row is based on comparison with comparable 1986-87 period.

Hot refrigerated juices and drinks

	Refrigerated juices & drinks		*Frozen juices & drinks*	
	Sales ($000,000)	**% chng.**	**Sales ($000,000)**	**% chng.**
1984	$1,425.3	—	$2,199.4	—
1985	1,609.8	12.9%	2,228.0	1.3%
1986	1,716.9	6.6	1,924.7	-13.6
1987	1,929.5	12.4	1,955.9	1.6
Yr.end 5/20/88	$2,082.2	7.9%	$1,988.5	4.7%

Source: SAMI/Burke
*SAMI/Burke broke out the period 5/21/87 to plot growth using most current figures. Percentage increase for this row is based on comparison with comparable 1986-87 period.

BEVERAGE MARKETING NEWSLINE

Waters

- **Total sales for year ending May 20, 1988 exploded 25% to $383 million: mineral water escalated 68% to $5 million, flavored sparkling water increased 49% to $29 million, flavored mineral water rose 47% to $33 million, and for largest current share of market—39%—spring water jumped 23% to $148 million, says SAMI/Burke.**
- **Brand leaders: Beatrice Foods' Arrowhead pours into first; Poland Spring takes second place pushing parent Perrier to third, says SAMI/Burke.**
- **Rocky Mountain seltzer rolls out with new package.**
- **Old San Francisco seltzer takes to radio and outdoor advertising.**

Compiled by Sandra C. Davis

PAD HOLDER
for under 3¢
(10 M or more)
SPECIAL LOW PRICE SHELF CLIP
Arrowheads® snap into price channels to hold signs or "take-one" pads. Also available with adhesive.
CALL OR WRITE FOR SAMPLES
BROCHURES OF ENTIRE LINE OF DISPLAY HARDWARE AVAILABLE AT NO CHARGE
Fasteners For Retail
261 Alpha Park, Cleveland, Ohio 44143
(216) 473-6919 1-(800)-422-2547

FOR THE BEST WAY TO SHOWCASE YOUR PRODUCT, HERE'S WHERE TO PLACE YOUR ADVERTISING.

TNN®

On TNN, you can get your message across in more unique ways than on any other TV network. You can have a show built around your product, or have it featured in exciting promotional/merchandising segments within a program. Call Peter Weisbard at (212) 557-6550 and find out why TNN is the best place to place your advertising.

© GROUP W SATELLITE COMMUNICATIONS 1988

July consumer magazine ad linage

	Current month 1988	Current month 1987	Year-to-date 1988	Year-to-date 1987
■ Auto/cycle/rec. vehicles				
ATV Sports	83.1	81.3	526.8	534.3
Autoweek (52X)	152.9	142.3	1,158.4	1,039.7
Car & Driver	95.2	103.3	736.8	667.8
Car Collector & Car Classics	17.8	14.0	115.8	118.5
Car Craft	85.1	92.9	599.2	608.9
Circle Track	81.6	83.6	591.1	536.8
Cycle	43.8	41.0	333.4	360.2
Cycle World	44.8	46.0	356.7	399.1
Dirt Rider	39.3	33.3	283.3	251.7
Dune Buggies & Hot VWs	33.3	52.5	217.7	505.5
Family Motor Coaching	202.5	187.8	1,247.5	1,110.2
4 Wheel & Off-Road	97.3	104.0	603.2	611.7
Four Wheeler	94.0	83.0	626.0	600.0
Hot Rod	80.4	75.9	652.2	540.9
Motorcyclist	47.0	75.4	352.1	379.8
Motor Trend	59.0	68.9	587.5	573.7
Motorhome	94.2	79.6	631.4	587.4
Rider	40.1	38.5	295.7	323.9
Road & Track	99.1	95.4	745.8	729.1
Trailblazer	50.5	48.3	363.2	324.6
Trailer Life	103.0	106.1	668.3	734.1
Total Group	**1,643.9**	**1,653.0**	**11,692.0**	**11,538.0**
% change	**-0.6%**		**1.3%**	
■ Boating & yachting				
Boating	116.4	126.2	1,161.0	1,108.8
Chesapeake Bay	48.3	41.3	348.8	313.1
Cruising World	105.2	116.0	801.5	810.0
Lakeland Boating (11X)	60.0	60.2	589.4	519.6
Motor Boating & Sailing	125.0	130.7	1,167.1	1,199.3
Sail	87.5	74.2	735.5	765.3
Small Boat Journal(6X)	—	—	—	—
Trailer Boats(11X)	44.9	41.3	502.8	430.8
Western Boatman(6X)	44.2	32.8	209.7	155.3
Yachting	108.9	116.9	1,001.9	996.0
Total Group	**740.4**	**739.7**	**6,517.8**	**6,298.2**
% change	**0.1%**		**3.5%**	
■ Civic/fraternal				
American Legion	32.4	29.2	232.0	221.5
Elks (10X)	—	—	103.3	121.8
Kiwanis	—	—	82.6	107.1
Lion (10X)	—	—	38.1	49.2
Rotarian	12.4	12.1	104.2	102.5
V.F.W. (11X)	—	—	174.6	193.5
Total Group	**44.8**	**41.3**	**734.8**	**795.6**
% change	**8.5%**		**-7.6%**	
■ General				
American Health (10X)	80.0	84.4	437.0	443.2
American Heritage (8X)	31.4	27.6	172.6	140.6
American West (6X)	—	—	108.9	117.3
The Atlantic A.	22.6	28.2	304.1	234.2
Bon Appetit A.	61.1	63.0	528.2	552.2
Cable Guide	22.6	14.6	213.4	147.5
Changing Times	30.0	49.4	396.3	439.9
Conde Nast's Traveler	29.4	—	335.2	—
Connoisseur	40.6	33.2	553.8	479.1
Consumers Digest (6X)	17.3	11.7	85.3	87.0
Ebony	83.9	81.8	708.1	634.5
Fifty Plus	20.7	20.5	213.0	272.5
Food & Wine	33.3	52.3	354.3	376.8
Games (6X)	—	—	47.9	49.5
Golden Years	25.3	23.6	246.7	190.0
Gourmet	59.7	76.5	667.9	663.2
Harper's Magazine A.	23.8	24.1	221.7	207.9
Harrowsmith (6X)	42.0	40.0	218.0	185.6
Let's Live	42.0	43.0	352.0	320.0
Life	53.2	39.0	357.2	306.8
Modern Maturity (6X)	—	—	104.7	142.7
Money	84.0	93.3	788.4	863.7
Money Maker	—	—	25.2	18.8
Mother Jones (9X)	—	—	—	—
National Geographic	14.7	15.7	167.4	138.7
National Geographic Traveler (4X)	—	—	83.8	86.0
Natural History	29.2	29.2	261.3	233.4
Prevention	52.2	59.7	394.8	439.5
Psychology Today	29.9	25.2	207.0	212.6
Reader's Digest A.	—	—	—	—
Saturday Evening Post (9X)	28.0	41.3	178.5	210.6
Smithsonian	56.8	66.9	597.1	544.4
Sylvia Porters Personal Finance (10X)	26.3	41.2	223.9	302.1
Town & Country	57.9	85.5	810.9	768.3
Travel-Holiday	35.6	34.1	379.5	380.3
Travel & Leisure	61.9	68.3	753.8	671.6
Vanity Fair	44.3	46.1	535.4	363.3
Writer's Digest	23.7	20.3	210.0	192.5
Yankee	48.0	51.7	515.2	521.6
Total Group	**1,311.3**	**1,391.2**	**12,758.4**	**11,937.9**
% change	**-5.7%**		**6.9%**	
■ Home				
Americana (6X)	14.0	11.7	66.2	80.9
Architectural Digest A.	97.5	74.4	982.8	824.1
Better Homes & Gardens	89.7	84.0	788.6	746.6
Colonial Homes (6X)	48.9	52.1	227.0	236.9
Columbus Monthly-Homes (4X)	35.4	34.5	114.9	86.9
Country Home (6X)	41.3	51.3	196.9	200.6
Country Living	82.7	69.8	610.2	589.1
Family Handyman (10X) A.	40.9	49.8	309.0	372.3
Florida Home & Garden	73.8	45.4	429.5	293.3
Flower & Garden (6X)	—	—	145.0	139.1
Home	43.0	44.0	401.0	362.0
Home Mechanics	34.5	43.2	365.8	398.8
The Homeowner (10X)	32.0	31.3	212.5	210.9
Horticulture	27.9	30.3	298.4	272.9
House Beautiful	42.6	50.2	452.4	477.3
House & Garden	52.0	72.6	615.3	535.9
Metropolis	57.4	52.2	378.7	361.0
Metropolitan Home	56.2	46.6	580.6	438.1
1,001 Home Ideas	46.0	37.9	379.9	343.7
Organic Gardening	27.3	27.3	340.8	366.0
Phoenix Home/Garden	56.2	60.3	515.0	494.1
Practical Homeowner	32.8	45.8	262.1	282.1
San Diego Home/Garden	65.1	64.5	516.4	479.1
Southern Accents (6X)	74.1	69.1	428.2	357.9
Southern Living	84.8	98.7	873.6	839.6
Sunset Magazine A.	110.6	100.4	891.4	848.6
Workbench (6X)	25.4	34.8	153.7	180.7
Total Group	**1,392.1**	**1,382.1**	**11,535.8**	**10,918.5**
% change	**0.7%**		**5.7%**	
■ In-flight & other passanger				
Aboard Group (7X)	43.6	29.5	137.2	105.6
Alaska Airlines	54.4	51.5	388.2	381.6
America West Airlines	—	—	—	—
American Way (24X)	114.8	94.0	905.7	675.1
East/West Network:				
Continental	55.6	—	328.8	—
Eastern Review	56.5	49.3	380.2	481.7
Northwest	42.2	45.3	277.3	306.8
Pan Am Clipper	42.7	34.2	302.9	285.6
Spirit	59.7	59.0	427.9	407.7
TWA Ambassador	36.2	45.3	314.9	334.1
Vis 'A Vis	64.3	47.8	386.6	392.8
Halsey Publication:				
Delta Sky	75.0	78.3	560.5	544.0
Pace Communications:				
Piedmont Airlines	88.6	71.7	590.0	647.1
US Air	43.2	53.5	425.0	326.6
Spirit of Aloha (6X)	—	—	—	—
Total Group	**776.8**	**659.4**	**5,425.3**	**4,868.8**
% change	**17.8%**		**11.0%**	
■ Men's				
Esquire A.	48.7	46.0	603.9	579.2
Firehouse Magazine	42.8	27.5	291.2	292.3
Gentlemen's Quarterly A.	91.7	69.3	1,005.9	875.0
M Magazine	51.3	69.7	457.0	447.4
Muscle & Fitness	130.9	138.0	855.8	860.5
Penthouse A.	49.8	41.2	312.3	288.6
Playboy A.	66.6	47.6	374.7	361.6
Salute (10X)	30.1	21.8	165.7	122.9
Total Group	**512.0**	**461.0**	**4,066.4**	**3,827.4**
% change	**11.1%**		**6.2%**	
■ Metropolitan				
Aloha (6X)	38.0	42.4	117.6	129.4
Atlanta	74.6	47.0	465.9	393.4
Baltimore	64.2	69.6	465.4	487.8
Boston	142.7	147.8	1,018.2	1,045.9
California	39.6	40.0	417.8	390.3
Chicago	68.5	75.1	684.8	697.5
Chicago's North Shore	91.1	94.3	701.7	652.7
Cincinnati	45.3	76.4	318.1	403.0
Cleveland	54.5	69.6	408.0	481.6
Coast (39X)	230.9	276.3	1,264.1	1,478.9
Columbus Monthly	80.5	82.7	494.7	462.7
Connecticut	73.8	56.4	693.1	653.0
D/Magazine	67.7	80.5	583.2	754.4
Denver	27.7	38.1	241.3	240.3
Detroit Monthly	54.8	63.2	531.2	425.8
Grand Rapids	56.0	59.5	263.8	270.2
Gulfshore Life (10X)	—	—	529.0	491.0
Honolulu	—	—	—	—
Houston Metropolitan Mag.	39.7	56.2	415.6	489.2
Louisiana Life	32.1	40.0	130.7	141.2
Madison	38.0	53.0	242.0	539.0
Memphis	68.3	62.0	525.5	501.0
Mid Atlantic Country	31.0	28.8	223.7	248.1
Milwaukee	37.8	59.0	359.4	400.1
Minneapolis/St. Paul	79.3	82.6	672.1	707.6
Nashville	50.0	35.0	322.0	323.0
New England Monthly	41.9	35.0	328.0	309.1
New Jersey Monthly	80.5	79.8	672.5	596.9
New Mexico	—	—	—	—
Ohio	42.3	35.0	373.4	389.1
Oregon (6X)	—	—	—	—
Orlando	89.8	101.0	615.1	648.4
Palm Beach Life	25.6	20.6	443.4	463.5
Palm Springs Life	48.7	39.3	758.2	716.5
Philadelphia	133.5	180.2	978.9	984.5
Phoenix	55.1	41.7	405.1	455.5
Pittsburgh	50.6	41.2	496.3	465.5
St. Louis	60.8	52.0	501.8	474.5
San Diego	149.0	155.7	1,180.2	1,092.2
San Francisco Focus	55.0	63.5	617.9	618.2
South Florida Magazine	121.0	49.3	666.1	375.0
Texas Monthly	76.2	75.6	631.7	650.1
Twin Cities	40.6	44.1	480.3	431.7
The Virginian (6X)	112.0	124.0	241.8	230.6
Washington (7X)	65.0	59.5	280.7	240.5
The Washingtonian	105.7	103.6	1,013.7	989.9
Total Group	**2,939.3**	**3,036.6**	**22,774.0**	**22,938.5**
% change	**-3.2%**		**-0.7%**	
■ Music/entertainment				
Audio	59.3	61.3	566.8	550.4
Dance Magazine	37.0	37.5	387.3	441.9
Playbill	44.5	40.0	346.3	304.2
Video Magazine	54.0	53.0	414.0	474.0
Total Group	**194.8**	**191.7**	**1,714.4**	**1,770.4**
% change	**1.6%**		**-3.2%**	
■ Outdoor & sport				
Alaska	25.0	26.7	251.0	249.8
The American Handgunner (6X)	54.0	55.0	202.0	182.0
American Hunter	20.3	15.7	143.9	117.2
American Rifleman	27.3	15.2	165.0	155.9
Bass Master (10X) A.	46.8	—	581.1	466.8
Bicycling (9X)	105.3	79.8	777.0	619.3
Ducks Unlimited (6X)	26.5	30.0	94.1	101.6
Field & Stream	43.1	82.0	604.6	607.0
Fins & Feathers A.	—	—	—	—
Fishing World (6X)	16.1	20.0	168.6	169.4
Florida Sportsman	88.3	97.9	956.8	916.7
Golf Digest	96.4	63.4	835.9	756.2
Golf Magazine	76.9	49.7	764.2	600.0
Gun Dog (6X)	36.5	32.4	136.2	122.0
Guns	38.0	35.0	241.0	205.0
Guns & Ammo	47.9	43.1	319.4	301.4
In-Fisherman (6X)	37.8	54.5	405.8	383.0
Outdoor Life	41.6	74.3	545.2	564.0
Outside Magazine	55.0	49.0	416.0	366.6
Petersen's Hunting	42.2	44.9	305.3	309.6
Runner's World (12X)	31.2	28.0	239.9	256.9
Salt Water Sportsman	134.8	110.3	918.5	821.1
Sierra (6X)	27.8	31.5	159.2	148.2
Shooting Times	27.1	25.4	245.9	227.4
Ski (8X) A.	—	—	293.4	252.2
Skiing (7X) A.	—	—	263.1	203.3
Skin Diver	127.0	123.3	827.3	761.6
Southern Outdoors (9X)	30.4	36.5	374.2	302.6
Southern Saltwater (8X)	28.2	—	237.1	173.8
Sports Afield	42.1	46.2	534.0	614.5
Tennis	62.2	90.2	541.3	516.6
Waterski (8X)	66.8	64.3	441.3	331.7
Western Outdoors (10X)	—	—	287.6	280.3
Wildfowl (6X)	—	—	43.7	29.6
WindRider	52.6	52.0	273.7	221.5
Wing & Shot (6X)	16.4	13.6	57.6	44.6
World Tennis	46.0	36.2	389.0	212.8
Total Group	**1,617.5**	**1,526.1**	**14,039.6**	**12,592.1**
% change	**6.0%**		**11.5%**	
■ Photography				
American Photographer	28.7	45.5	205.4	255.0
Petersen's Photographic	28.3	24.1	176.6	191.8
Popular Photography	74.6	84.0	551.4	483.6
Total Group	**131.6**	**153.6**	**933.4**	**930.4**
% change	**-14.3%**		**0.3%**	
■ Science/electronic/mech				
Discover	30.3	35.9	250.2	311.2
Family & Home Office Computing	31.6	30.5	333.9	298.7
Omni	56.4	54.9	420.0	403.8
Personal Computing	—	—	—	—
Popular Mechanics	57.7	83.1	566.8	632.3
Popular Science	53.7	56.4	486.3	491.2
Scientific American	48.7	32.5	279.9	295.8
Spectrum	45.5	52.5	412.8	446.8
Total Group	**324.0**	**345.7**	**2,749.9**	**2,879.6**
% change	**-6.3%**		**-4.5%**	
■ Woman/fashion/service				
Beauty Digest (6X)	—	—	59.3	27.6
Bride's Magazine (6X) A.	—	—	1,504.5	1,272.3
Cosmopolitan A.	140.5	119.5	1,325.9	1,328.0
Elle Magazine	65.2	69.9	1,078.1	989.0
Essence	78.5	72.6	523.7	536.0
Family Circle (17X) A.	98.7	78.7	969.8	812.4
Glamour	100.8	99.4	1,112.3	1,187.1
Good Housekeeping A.	104.6	113.0	850.0	937.5
Harper's Bazaar	55.1	53.8	689.5	782.5
Health	30.4	47.1	265.7	319.0
Ladies' Home Journal	92.1	85.6	730.2	679.0
Mademoiselle	84.6	68.0	933.1	930.2
McCall's	61.7	80.3	520.9	631.8
Military Lifestyle	44.6	50.1	333.0	323.6
Modern Bride (6X)	300.8	291.6	1,153.6	1,109.0
Ms.	29.8	99.8	218.2	312.4
New Woman	61.6	56.4	586.9	553.3
Parents Magazine A.	95.2	89.7	711.0	702.8
Redbook	78.2	77.0	662.7	654.6
Savvy	26.7	26.2	289.1	240.6
Self	71.2	62.6	685.2	661.9
Seventeen	52.8	80.2	716.1	763.2
Shape	69.7	67.2	497.1	494.6
Soap Opera Digest (26X)	16.7	19.6	160.4	143.4
Soap Opera Update	11.0	—	72.5	—
Teen Magazine	36.9	46.7	333.4	371.5
True Story A.	49.9	42.0	320.8	324.7
Vogue	113.3	130.2	1,566.7	1,558.5
Weight Watchers	30.3	32.0	235.2	220.0
Woman (10X)	42.5	36.0	218.6	169.0
Woman's Day (15X) A.	91.7	93.9	861.8	866.2
Workbasket	—	—	151.7	190.4
Working Mother	60.1	64.6	474.3	527.6
Working Woman	67.6	56.3	643.4	650.6
Total Group	**2,262.6**	**2,310.0**	**21,454.7**	**21,270.1**
% change	**-2.0%**		**0.9%**	
■ Youth				
Boys' Life	12.7	11.7	110.5	102.1
Campus Life (10X)	25.3	18.7	245.1	239.7
Total Group	**38.0**	**30.4**	**355.6**	**341.8**
% change	**25.1%**		**4.1%**	
■ Business/national				
Barron's	124.6	147.9	1,268.0	1,483.5
Black Enterprise	35.0	45.4	594.7	526.7
Business Week (52X) A.	277.1	257.3	2,347.8	2,383.9
Business Month	50.1	17.1	275.5	184.2
Financial World (26X)	28.5	42.6	388.6	424.2
Forbes (26X)	212.8	386.7	1,775.6	1,939.1
Fortune (26X)	139.4	125.5	1,575.3	1,496.1
Frequent Flyer	35.0	57.9	339.2	399.3
Futures	86.4	38.5	392.4	294.3
Inc. Magazine	114.5	57.9	633.3	607.4
Income Opportunities	100.1	90.7	580.9	502.6
Industry Week (25X) A.	58.2	50.7	542.0	514.4
Nation's Business (12X) A.	24.4	22.2	184.2	172.8
Venture	50.1	59.9	366.1	443.3
Total Group	**1,336.2**	**1,400.4**	**11,263.5**	**11,371.9**
% change	**-4.6%**		**-1.0%**	
■ Business/regional				
Advantage-Nashville's Bus. Mo.	—	—	—	—
Arizona Bus. Gazette (52X)	41.9	60.6	419.1	437.3
Baltimore Bus. Jrnl.	91.8	71.1	581.6	555.3
Boston Bus. Jrnl. (52X)	118.1	109.8	907.6	876.3
Bus. First of Buffalo	52.8	54.4	461.1	355.1
Bus. First of Columbus	104.1	78.6	615.8	588.2
Bus. Jrnl.-Milwaukee	129.5	113.6	927.8	831.5
Bus. Jrnl.-Sacramento	59.0	60.0	501.4	422.1
Bus. North Carolina	32.2	39.2	285.0	303.0
Capital Dist. Bus. Review (52X)	70.1	77.3	587.6	544.2
Caribbean Business	143.0	176.0	938.0	980.0
Corporate Rpt. Kansas City	23.1	27.2	135.3	150.8
Corporate Rpt. Minnesota	59.0	74.0	507.0	520.0
Crain's Chicago Bus. (52X)	108.5	125.0	1,011.0	998.0
Crain's Cleveland Bus. (52X)	60.6	41.2	459.7	399.3
Crain's Detroit Bus. (52X)	60.0	62.9	531.1	508.3
Crain's New York Bus. (52X)	31.0	28.0	340.0	249.0
Florida Trend (13X)	44.9	62.3	463.8	556.0
Georgia Trend	79.0	75.4	410.1	479.9
Grand Rapids Bus. Jrnl.	46.0	39.3	355.1	298.4
Hawaii Business	38.7	40.7	280.7	302.2
Houston Bus. Jrnl. (52X)	58.0	61.0	420.0	388.0
Indianapolis Bus. Jrnl. (52X)	164.8	138.8	1,751.4	941.5
Manhattan Inc.	27.9	39.3	406.5	487.9
New England Bus. (26X) A.	36.5	41.3	379.1	520.7
New Orleans City Bus.	32.7	57.3	320.0	362.6
Pacific Bus. News (52X)	107.0	116.6	724.5	798.3
Pittsburgh Bus. Times (52X)	63.5	107.1	661.1	819.1
Providence Bus. News	60.8	56.2	552.4	422.7
Regardie's/Washington	72.0	108.0	951.0	951.0
San Jose Bus. Jrnl.	—	—	—	—
South Florida Bus. Jrnl.	61.2	84.5	474.4	684.1
St. Louis Bus. Jrnl. (52X)	93.7	114.3	772.3	874.4
Texas Business	24.5	32.9	192.6	221.7
Warfield Monthly Baltimore	54.5	53.5	491.2	441.8
Total Group	**2,250.4**	**2,427.2**	**18,815.2**	**18,268.6**
% change	**-7.3%**		**3.0%**	
■ National Sunday mags				
Parade (52X)	60.6	38.0	387.5	336.6
USA Weekend (52X)	43.4	36.1	335.1	274.9
Vista Magazine	15.2	11.2	109.7	76.1
Total Group	**119.2**	**85.3**	**832.3**	**687.6**
% change	**39.7%**		**21.0%**	
■ Newspaper Sunday magazine				
Boston Globe	167.0	147.6	1,320.0	1,270.0
Chicago Tribune	77.7	86.2	716.9	790.9
Cleveland Plain Dealer	35.7	33.3	432.4	396.3
Columbus Dispatch	13.3	13.5	206.7	247.2
Detroit Free Press	32.1	25.5	344.8	339.6
Detroit News	44.0	44.0	390.0	461.0
L.A. Times	67.6	42.8	473.2	405.6
Louisville Courier-Jrnl.	19.0	28.0	223.0	350.0
New York Times Mag.	145.9	117.3	2,088.6	2,036.9
Philadelphia Inquirer	69.0	36.0	583.8	454.8
Seattle Times	60.0	36.0	458.0	376.0
St. Louis Post Dispatch	60.8	52.0	501.8	474.5
Toledo Blade Magazine	22.1	22.5	222.9	276.7
Washington Post	116.4	61.3	856.1	876.4
Total Group	**930.6**	**746.0**	**8,818.2**	**8,696.9**
% change	**24.7%**		**1.4%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	238.2	123.2	1,107.2	936.6
Army Times Military Group:				
Air Force Times (52X)	153.4	153.1	1,114.6	1,122.6
Army Times (52X)	143.0	154.2	1,064.0	1,102.4
Navy Times (52X)	164.5	166.8	1,221.3	1,223.3
The Blood-Horse (52X)	294.7	381.1	2,068.9	2,499.8
Capper's (26X)	17.6	15.2	155.6	188.7
Commonweal (22X)	3.4	3.5	43.8	57.1
Golf World (43X)	105.7	104.2	813.3	731.6
Grit (52X) A.	25.5	19.9	197.3	197.1
National Journal (50X)	74.1	59.0	504.0	459.5
National Review (25X)	23.8	36.2	235.9	220.9
New Republic (48X)	28.5	26.4	253.2	264.5
New York Magazine (50X)	81.0	104.7	1,589.8	1,602.8
New Yorker	84.8	107.4	1,186.9	1,247.3
Newsweek (52X) A.	119.9	121.3	1,302.1	1,377.9
People (51X)	199.9	208.2	1,917.1	1,867.6
Rolling Stone (25X)	106.7	133.7	991.4	867.9
Sporting News (52X)	42.3	46.6	330.8	349.1
Sports Illustrated (52X) A.	141.4	150.0	1,616.6	1,441.0
Time (52X) A.	128.9	131.7	1,333.3	1,317.1
Travelhost (52X) C.	3,618.0	3,581.0	21,640.0	21,336.0
TV Guide (52X) A.	194.	202.8	1,932.7	1,987.0
US Magazine (26X)	39.7	41.8	351.2	322.6
U.S. News & World Report (50X) A.	98.4	94.2	990.2	854.8
Total Group	**6,127.9**	**6,186.3**	**43,960.9**	**43,575.2**
% change	**-0.6%**		**0.9%**	

NOTES: (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. All figures represented in this table are supplied by the magazines. AD AGE makes no attempt to verify them and therefore is not responsible for inconsistencies or errors.

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C1710-1
8/25/88

August 22, 1988

NEWSPAPER

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WASHINGTON DC 20014

Winski: One adman's hell on the bottle—P.46

Advertising Age

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

GOP's Quayle quandary

What image now?

By STEVEN W. COLFORD

NEW ORLEANS—The controversy surrounding Republican vice presidential candidate Dan Quayle may force the party's image-makers to stress a regional strategy for George Bush's running mate rather than a strong national role.

This potential problem comes as both Republican and Democratic strategists gear up for possibly the nastiest political advertising in recent presidential campaign history.

Even without the extra ingredient of controversy surrounding Sen. Quayle, the contest between Vice President Bush and Democratic presidential nominee Michael Dukakis already had all the earmarks of a bruising battle.

"I think the campaign is going to be tough and feature a lot of comparisons," said Ed Ney, former chairman at Young & Rubicam and now serving as an advertising adviser to the Bush campaign.

Vice President George Bush celebrates with running mate Sen. Dan Quayle of Indiana before the controversy broke.

Political ad gusher already pumping in Texas—Page 68
Sen. Quayle's position on ad industry issues—Page 70

But political analysts agree that presidential candidate George Bush's advisers have lost a key option in their campaign arsenal because of questions about whether Sen. Quayle (R., Ind.) tried to avoid the Vietnam War by joining the National Guard.

Any thought of using the pro-military Quayle in a campaign emphasizing his belief in a "hawkish" U.S. military has been seriously wounded, these analysts say.

Hedrick Smith, former Moscow bureau chief for *The New York Times* and now a political analyst, believes the Bush campaign's ability to use Sen. Quayle as its military point man melted with the news that family influence secured a National Guard deferment for Sen. Quayle in 1969.

"The strategy of using him as a 'hawk' for George Bush just went right out the window," said a Republican media adviser who agreed to talk on condition of anonymity. But "he's still good from the standpoint of being young and

(Continued on Page 70)

Raisins on his mind

A Claymation rendition of Ray Charles, belting out a bluesy version of "I Heard It Through the Grapevine," finally hits TV late next month.

The newest Will Vinton Productions commercial, called "Raisin Ray," was originally intended to make its debut in March (AA, March 7) but was saved for use during the important fall selling season for raisins.

The California Raisin Advisory Board is boosting its 1988-89 advertising and promotional spending by 25% to an estimated $10 million; $8.5 million of that is estimated for media ads.

In addition to TV, the board will run its first magazine ad, set for September women's service titles.

"The California Raisins are cool, they're hip," said Bob Phinney, the board's director of advertising and promotion. "Print lets us show ways to use raisins without bastardizing the characters." Foote, Cone & Belding, San Francisco, is the agency.

The raisin characters currently are on a six-week national promotional tour that will end Sept. 22 in Los Angeles at a Ray Charles concert (see related photo on Page 54).

—Nancy Marx

Media ties under fire from P&G

By MICHAEL VAN OS
and KEVIN COTE

Procter & Gamble Co. is questioning the centralized media-buying operations due to start this fall in Europe.

In the first sign that the giant marketer is concerned about consolidated media buying among competing agencies, P&G executives have asked its agencies planning to participate in a new media-buying consortium in the Netherlands to justify those moves.

P&G is asking the Dutch branches of D'Arcy Masius Benton & Bowles, Leo Burnett Co. and Saatchi & Saatchi to guarantee that confidential P&G information will stay confidential and to explain what advantages P&G will gain from the new setup.

So far, however, P&G isn't questioning Saatchi & Saatchi's plans to consolidate the media-buying operations of its three wholly owned agencies in the U.K.

At the same time, some European publishers are considering dealing with advertisers directly, bypassing the media-buying groups altogether.

Much of the attention is focusing on the Netherlands, where the

(Continued on Page 71)

Last Minute News

Long John Silver hooks up with Richards

LEXINGTON, KY.—Jerrico selected the Richards Group, Dallas, to succeed Foote, Cone & Belding, Chicago, on the $15 million creative account for Long John Silver's Seafood Shoppes.

Hawley Martin to buy competing shop

RICHMOND, VA.—Hawley Martin Partners, a new agency formed by Martin Agency founder David Martin, plans to buy Ford & Westbrook, one of the larger agencies here with billings of $35 million. HMP said the two agencies have agreed in principle to the combination, adding the deal will make it this city's second-largest agency, with billings exceeding $50 million. The Martin Agency has billings of $120 million. HMP was formed when Mr. Mar-

(Continued on Page 8)

New Sears theme touts value

Will specialization effort suffer?

By KATE FITZGERALD and DAVID SNYDER

Sears, Roebuck & Co., ending a pivotal summer of diversification, is about to introduce a new umbrella ad theme.

"Sears: Your money's worth and a whole lot more" soon will replace nationally the 5-year-old theme, "There's more for your life at Sears."

The No. 1 retailer has been testing the new line in newspaper ads in New York and Los Angeles (AA, May 16) and has used it in Canada since 1980.

Some industry observers said the implementation of this new mass-merchandiser positioning statement could undercut Sears' efforts to create specialized retailing departments with their own identities *(see related story on Page 50)*.

"Sears is having a hard time doing two major things at once," said Sid Doolittle, a partner at McMillan/Doolittle, a Chicago retail consultancy. "It needs to develop special and unique advertising for all of its new specialty areas—especially Brand Central and McKids—but instead it's going back to concentrate on its umbrella ad slogan.

"This is an Ogilvy & Mather [Sears' agency] problem as much as it is a Sears problem."

Still, Mr. Doolittle conceded the new theme is an improvement.

"Neither slogan says a whole lot; neither one makes a commitment," he said. "Sears is acknowledging that lower prices are more important with this slogan, but people are getting fed up with such advertising. They know it's a cliche, more than a guarantee of anything."

"The new slogan is more specific," said Paul Koenigsberg, VP-management strategy at Management Horizons, a consulting group in Columbus, Ohio. "It's evocative of general merchandise that's attractive on an everyday basis. Neither slogan says much, but the old slogan was really missing a why or a how. Even though this one is watered down, it's a much more powerful message."

Sources said the new theme will make its debut this fall, but neither Sears nor O&M would say when or how the new theme will appear.

Sears has been steadily cutting back its ad spending for the past few years, putting more of its budget into local newspaper advertising.

Although its TV spots are usually tagged with "There's more for your life at Sears," most of its print ads don't use the umbrella slogan.

The new slogan being integrated into ads by O&M is not a new one. "Your money's worth and a whole lot more" reportedly was developed eight years ago by the Toronto office of Foote, Cone & Belding for Sears' Canadian division.

Michael Bozic, chairman of Sears Merchandise Group, apparently liked that theme better. Mr. Bozic was head of Sears' Canada operations in 1984 and 1985 before he returned to Sears' headquarters in Chicago.

By adopting the new theme, Sears apparently hopes to show it can keep up with specialty merchandisers that emphasize price and value.

But the slogan also demonstrates Sears' dilemma in trying to be all things to all people through its department stores, while launching dozens of new specialty retailing departments.#

Mr. Snyder is an associate editor at Crain's Chicago Business, *a sister publication of* Advertising Age.

Highlights

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California Cooler hopes to light a match to the cooler market this fall with a line extension that's served hot.

10 Wiping up
James River wants to wipe out the competition in baby washcloths with an all-natural product.

12 Maturity pays off
Modern Maturity has zoomed past *TV Guide* and *Reader's Digest* to become the largest paid-circulation magazine in the U.S.

24 Stanley looks to do-it-yourselfers
Stanley Tools is taking a lesson from do-it-yourself TV shows such as PBS' "This Old House."

30 Greyhound takes the lead
Greyhound Corp. outsprinted Capital Cities/ABC to claim the top spot in advertising productivity growth among leading national advertisers for the first quarter of 1988.

40 McKern gets another chance
Smith Barney, Harris Upham & Co. is likely to renew spokesman Leo McKern's contract.

48 Florida's lucky number
After a slow start, the Florida Lottery is picking up speed.

50 Penney goes for brand names
J.C. Penney Co. is aiming to capitalize on youth's infatuation with labels in its back-to-school advertising for fall.

51 Timberland bundles up
Timberland Co., marketer of rugged outdoor boots and shoes, is out to broaden its horizon by stepping into fashion and retailing.

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33 Vatican rage
The Vatican's views on sex are clashing with the Italian government's $14.5 million AIDS information campaign—the country's first AIDS-related advertising.

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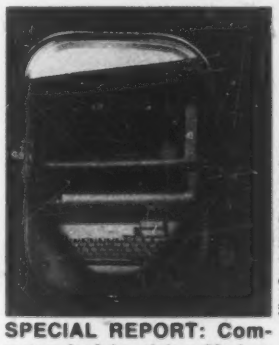

Alfred Gescheidt/The Image Bank

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Kodak tries to pare its Olympic ad buy

By PATRICK McGEEHAN

Eastman Kodak Co. and other advertisers want to unload part of their Summer Olympic ad buys on NBC, but the network won't comply.

Kodak last week said it asked NBC to let it out of some Olympic time so it could shift ad spending to later in the year.

Sources said Coca-Cola Co. is among the other companies that have made similar requests of NBC.

Coca-Cola officials declined to comment.

Because NBC won't release Kodak, the marketer is looking to sell the time to another advertiser or swap it for time later in the fourth quarter.

NBC is citing its revenue-sharing agreement with the Seoul Olympic Organizing Committee as the reason it won't let the companies out of their commitments, some of which were made as far back as 1986.

The network said its TV rights deal with the committee calls for NBC to share its ad revenues when sales reach certain levels.

Although NBC—which projects a large profit from the Games—doesn't expect to reach the first revenue-sharing trigger, the arrangement requires the network to try, said Bert Zeldin, VP-Olympic sales.

The first trigger is well over $600 million in ad sales. Last week, NBC had sold a little more than 95% of its Olympic inventory and was still about $100 million below that level.

"If we let somebody out, we have to report it to the Koreans," Mr. Zeldin said. "If somebody committed to something, especially on an exclusivity basis, and you let them out of it, you can't go to their competitors [as replacement advertisers] because [their] money's already spent."

Kodak, which bought category exclusivity on NBC for its film, batteries and Colorwatch film processing for an estimated $20 million, wanted out of several million dollars worth of Olympic time. The company is "rearranging our budgets," said Roger Morrison, Kodak's VP-media and communications policy.

Mr. Morrison said NBC's refusal was consistent with "what they have told us all along."

Kodak simply doesn't need as much network time in September and October as it has bought, he said.

J. Walter Thompson USA, New York, is the primary agency for Kodak products.#

NBC-TV breaks new promos; Seagram's tie-in scores—P. 74

National rollout seen

Michelob goes Dry

By IRA TEINOWITZ

Anheuser-Busch will spend heavily to establish Michelob Dry, a new beer it sees as an import fighter and a means of reviving its only flagging brand line.

The world's largest brewer hopes the excitement and publicity generated by the U.S. arrival of the tarter-tasting beer will give Michelob some of the same boost the Spuds MacKenzie character gave its Bud Light among young drinkers.

Four Japanese brewers have plans to bring dry beer brands to the U.S. (AA, Aug. 15). Since being introduced in Japan in March 1987, dry beers have grown to represent 39% of all Japanese beers sold.

A-B, the first major U.S. brewer to market a dry beer, will introduce Michelob Dry in five markets Sept. 1. National distribution will follow rather quickly, the brewer said.

The beer, packaged in long-neck bottles, will be distributed initially in Fresno and Santa Barbara, Calif.; Dayton, Ohio; Houston; and Tallahassee, Fla.

DDB Needham Worldwide, Chicago, which handles other Michelob brands, also has the Dry version.

Earlier this year, A-B halted most of its separate advertising for Michelob Light and said it would use the $32 million-plus in savings to

(Continued on Page 71)

Cal Cooler puts the heat on

New moves in weak market

By PATRICIA WINTERS and MARCY MAGIERA

Brown-Forman Co.'s California Cooler hopes to light a match to the cooler market this fall with a line extension that's served hot.

The cooler market, and Cal Cooler, could use some warming up.

"The market definitely is down," said Gale Zelitsky, sales promotion president for the 305-unit Foremost liquor store chain. "The only thing I know is that Bartles & Jaymes, Seagram and Matilda Bay are selling. . . . and the rest are doing nothing."

The market was down about 2 million gallons from January through May, according to industry consultants Gomberg, Fredrikson & Associates. In 1987, the wine market was at 122 million gallons. For the four weeks ended June 18, the market was down 0.5% compared with year-ago sales, according to A.C. Nielsen Co.'s ScanTrak data.

The dogfight in the battle between Jos. E. Seagram & Sons and E&J Gallo Winery is reaching a new level, as analysts disagree on just who's leading the category: Gallo's Bartles & Jaymes or Seagram's Coolers.

In 1987, Seagram, with a 25% share, inched past Gallo's 24% to claim category leadership.

The July and August figures aren't in yet, and observers give mixed reports on the state of the brands.

The success of Miller Brewing Co.'s Matilda Bay has been a big surprise. Introduced a year ago when the market was going flat, the brand is now jockeying for position as the No. 4 cooler and is likely to edge out Canandaigua Wine Co.'s Sun Country wine cooler.

Gomberg Fredrikson said Matilda Bay had a 7% share at the end of May, and *Market Watch*, a trade magazine, estimated that sales of Matilda Bay will increase 233% this year, to 4 million 9-liter cases.

Beverly Jurkowski, public relations manager for Matilda Bay, attributed the brand's growth to its Australian ad theme, created by J. Walter Thompson USA, New York.

"Australian things are still a very hot fad and there is a desire to do things Australian," she said.

Matilda Bay will now have to battle California Cooler, the brand that originated the category but fell from leadership two years ago and has seen declining market share ever since.

Gomberg Fredrikson ranked California Cooler No. 3, with 12% of the market, though it has slipped from 18% in 1987 despite new packaging, a reformulation and a new flavor, Wild Cherry Splash.

"We're holding our own; we're not gaining, but we're not losing anymore than they [competitors] are," said Mimi Zinniel, California Cooler brand manager.

B-F will start shipping Spiced Apple at the end of September to capture fall and winter sales. Although the bulk of cooler sales are in summer, Ms. Zinniel said California Cooler sold as many coolers in November-December as it did in March-April.

The new flavor—California Cooler's sixth—can be consumed hot or cold and tastes like apple cider, she said. It will get radio and trade advertising and promotional support from Chiat/Day, San Francisco.

California Cooler's segmentation indicates where the market is heading.

Canandaigua, whose sales are said to be down dramatically again this year from its 1987 level of 5.7 million cases, is planning to introduce a low-calorie wine cooler sweetened with NutraSweet, for example.

Although the cooler market's key summer selling period is nearly over, industry observers are still disagreeing about category sales, which some say may be up slightly at best. Others, however, predict a decline of as much as 10% to 25%. *Market Watch* predicted a growth of 2% to 5%.

Eileen Fredrikson, Gomberg Fredrikson partner, said market shares for Bartles & Jaymes and Seagram's Coolers both were in the mid-30% range, "virtually neck-and-neck, with Gallo on top."

But Frank Walters, research director for M. Shanken Communications, which publishes *Market Watch*, disagreed. He said that while the leaders were virtually even, it was "too early to tell" how things will shake out by late summer.#

Ira Teinowitz in Chicago contributed to this story.

Avia ads say shoo to non-athletes

By MARCY MAGIERA

Avia Athletic Footwear doesn't want you to buy its shoes—unless you're a hard-core jock or want to be one.

Content to let parent Reebok International court the masses, Avia, a fast-growing No. 5 in the $3.1 billion branded athletic-shoe market, will try a little reverse psychology to boost its 4.9% market share.

"For Athletic Use Only" is the bold stamp that will appear on everything from ads to shoe boxes, apparel and the Avia corporate letterhead, starting in February.

Even the new Avia catalog is sealed with a bright red sticker warning: "If you're after frilly, faddish shoes, open someone else's catalog."

This may seem a foolish approach, considering that about 80% of the athletic shoes bought in the U.S. each year are used mainly for streetwear. But that's where the not-so-subtle psychology comes in.

Avia's banking on the fact that, human nature being what it is, people will yearn to buy the shoes just because you tell them not to.

The idea is that jocks will buy Avias because they're serious about sports and the shoes are serious sport shoes, and "wannabes" will buy Avias because jocks buy them.

That's "want-to-be." Someone who wants to be a jock, someone who dresses in workout gear and high-ticket athletic shoes, but doesn't sweat.

"It's the perfect strategy for our core customer [serious athletes], and, if executed correctly, it will be very effective with the non-core as well," said Avia VP-Marketing Jim Solomon.

The company next year will hike its marketing budget 42% to $34 million. About $20 million will go for the campaign.

Mr. Solomon declined to share specifics about creative for the effort, but he did say the company nixed a campaign showing fat, slovenly people as examples of who shouldn't buy Avias.

That campaign was created by Borders, Perrin & Norrander, Portland, Ore., as part of its winning pitch for the Avia business in April. The agency succeeded Ketchum Advertising, San Francisco.#

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New Products/Brand Leveraging Consultants

New shop gets Godfather's

By SCOTT HUME

Godfather's Pizza quite literally selected a new agency last week as it assigned creative responsibility to Buckley/DeCerchio, a shop formed to take on the account.

Bryan Buckley and Tom DeCerchio leave the creative department of Chiat/Day, New York, to open their agency with a $6 million-to-$8 million account (though it'll work on a fee basis).

Evans/Kraft, Seattle, was assigned media buying. Both parts of the account previously were at Fallon McElligott, Minneapolis.

Mr. DeCerchio, 28, is no stranger to Godfather's, having served as copywriter on the account when it was handled by J. Walter Thompson USA, Chicago. Soon after he and Joe Sciarotta, his art director partner, jumped to W.B. Doner & Co., Southfield, Mich., Godfather's put the account up for review (AA, Dec. 7).

Earlier this year, Mr. DeCerchio joined Chiat/Day, where fellow copywriter Mr. Buckley, 24, had worked since 1986. Mr. Buckley began at Doyle Dane Bernbach, New York, in 1985, leaving there with Roy Grace to help create Grace & Rothschild.

"We talked with about three agencies, but Tommy did some work for us [at JWT] that was just outstanding," said Godfather's VP-Marketing Charles Henderson. "We've followed him and been interested in him since he left there."

Mr. Henderson said that though Godfather's approached Mr. DeCerchio about forming an agency to take on the account, the Omaha, Neb.-based pizza chain has no financial stake in Buckley/DeCerchio.

"We knew he was interested in maybe going out on his own, so we pursued it, and I think we'll both benefit," Mr. Henderson said. "We need advertising tightly focused on our main selling points of quality of taste. But since we're the No. 5 pizza chain, we also need something that's a little bit different, that's got an edge. Those are Tommy's strong points. And since we're their only client, we'll get all the attention."#

CORRECTIONS & CLARIFICATIONS

- Heublein, not Jos. E. Seagram & Sons, established the Yakov Smirnoff 1-800 joke line (AA, Aug. 15, P. S-16).
- *Target Marketing*, a monthly business magazine that serves the direct-marketing industry, was incorrectly described when it was quoted in a story headlined "Whittle faces more school media" (AA, July 25, P. 22).
- In Maxwell's Market Shares for pet food (AA, Aug. 8, P. 29), the cat-food sales category showed columns incorrectly labeled as 1985 and 1986; the first column is 1986 sales and the second column 1987 sales. In the canned cat-food section, the correct 1987 sales figure for 9-Lives is $255.5 million.#